

Amendments to the Claims:

1. (previously amended) A method comprising the steps of:
 - a. creating a first brochure version template and a second brochure version template, wherein each template has a variable print field;
 - b. accessing a subscriber list of subscribers to the periodical;
 - c. establishing a sorting criteria for sorting the subscriber list into sub-lists;
 - d. generating a first sub-list of subscribers and a second sub-list of subscribers based on the sorting criteria;
 - e. printing a first brochure version for each subscriber in said first sub-list by calling up the first brochure version template and subscriber information corresponding to the variable print field, and printing the brochure using print information from the template and subscriber information, wherein each printed first brochure version includes personalized information unique to a subscriber included in the first sub-list and to whom the printed first brochure version is addressed;
 - f. printing a second brochure version for each subscriber in said second sub-list by calling up the second brochure version template and subscriber information corresponding to the variable print field, and printing the brochure using print information from the template and subscriber information, wherein each printed second brochure version includes personalized information unique to a subscriber included in the second sub-list and to whom the printed first brochure version is addressed;
 - g. attaching the first and second printed brochure versions to respective copies of a periodical; and
 - h. sending each of the printed brochure versions with attached periodical to the subscriber to which the brochure is addressed.

2. (original) A method as in claim 1 wherein the sorting criteria relates to a characteristic of subscribers.
3. (previously amended) A method as in claim 1 wherein the sorting criteria relates to subscriber fiscal credit.
4. (original) A method as in claim 1 wherein at least 25% of the first and second printed brochure versions includes substantive editorial or public service information or both.

5. (previously amended) A method for targeting promotions to individual subscribers of a periodical comprising the steps of:
- a. selecting at least one sorting criteria to classify each of the subscribers;
 - b. accessing a first database having information regarding subscribers, and accessing at least a second database having information on individuals that is related to the sorting criteria;
 - c. sorting subscribers into a first sub-group or a second sub-group by applying the sorting criteria to the first database and the at least second database;
 - d. printing a first brochure version for each of the subscribers listed in said first sub-group, wherein each printed first brochure version includes information targeted to subscribers in the first sub-group and personalized information unique to the subscriber to whom the printed first brochure version is addressed;
 - e. printing a second brochure version for each of the subscribers listed in said second sub-group, wherein each printed second brochure version includes information targeted to subscribers in the second sub-group and personalized information unique to the subscriber to whom the printed second brochure version is addressed;
 - f. attaching the first and second printed brochure versions to respective copies of the periodical; and
 - g. sending each of the printed brochure versions with the attached periodical to the subscriber to which the brochure is addressed.

6. (original) A method as in claim 5 wherein the sorting criteria relates to a characteristic of the subscribers.

7. (previously amended) A method as in claim 5 wherein the sorting criteria relates to subscriber fiscal credit.

8. (original) A method as in claim 5 wherein at least 25% of the first and second printed brochure versions includes substantive editorial or public service information or both.

9. (previously amended) A method for targeting a financial product or service promotion to subscribers of a periodical comprising the steps of:
- a. selecting at least one qualifying criteria to sort the subscribers, wherein the qualifying criteria relates to credit history;
 - b. for each subscriber, accessing a database of credit histories and determining whether the credit history of the subscriber satisfies the qualifying criteria;
 - c. assigning subscribers that satisfy the qualifying criteria to a first group and assigning other subscribers to a second group;
 - d. printing a first brochure version for each subscriber in said first group, wherein each printed first brochure version includes a pre-approved activation coupon for the product or service, and the coupon includes personalized information unique to the subscriber to whom the printed first brochure version is addressed;
 - e. printing a second brochure version for each subscriber listed in said second group, wherein each printed second brochure version includes an application for the financial product or service, which application has not been pre-approved, and said second brochure version includes personalized information unique to the subscriber to whom the printed second brochure version is addressed;
 - f. attaching the first and second printed brochure versions to respective copies of the periodical; and
 - g. sending each of the printed brochure versions with the attached periodical to the subscriber to whom the brochure is addressed.

10. (previously amended) A method as in claim 9 further comprising the step of sorting subscribers who currently have the financial product or service prior to step (b) from those subscribers to be the subject of steps (b) to (e).

11. (twice amended) A method as in claim 10 further comprising the steps of:

h. printing a third brochure version for each subscriber currently having the financial product or service, wherein each printed third brochure version includes coupons to promote the use of the product or service, and said third brochure version includes personalized information unique to the subscriber to whom the printed second brochure version is addressed;

i. attaching the third brochure versions to respective copies of the ~~periodical~~periodical, and proceeding to step (g).